

## **REMARKS**

### **1. Summary of the Office Action**

In the office action mailed March 22, 2007, the Examiner rejected claims 1-11 under 35 U.S.C. § 112, second paragraph, as allegedly being indefinite for failing to particularly point out and distinctly claim the invention. Further, the Examiner rejected claims 1-11 under 35 U.S.C. § 101 allegedly as being directed to non-statutory subject matter. The Examiner did not present an art rejection.

### **2. Status of the Claims**

Applicant has amended claims 1-11. No new matter has been entered. Still pending are claims 1-11, of which claims 1 and 6 are independent and the remainder are dependent.

### **3. Response**

Applicant has filed with this amendment and response a request for continued examination (RCE) under 37 C.F.R. § 1.114.

Claims 1-11 are now particularly point out and distinctly claim the subject matter which Applicant regards as the invention, pursuant to 35 U.S.C. § 112, second paragraph. Additionally, Claims 1-11 are now directed to statutory subject matter pursuant to 35 U.S.C. § 101, namely, the production of a database scoring algorithm that can be applied to a population to determine a smaller group within the population that is statistically more likely to be influential. In one example, the invention of claims 1-11 can be used greatly reduce the number of people needing to be contacted for direct advertising in order to reach a desired level of awareness.

Further claims 1-11 are novel and non-obvious over the previously cited e-fluentials web site, for at least the reason that e-fluentials does not disclose or otherwise suggest the creation or application of a database scoring algorithm.

Should the Examiner wish to discuss the case with the undersigned, the Examiner is invited to call the undersigned at 312-701-8178.

Respectfully submitted,

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By: 

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